

**ABSTRACT OF THE DISCLOSURE**

The present invention provides a system and method for relating physical documents to electronic documents. A code on a physical document identifying the document is identified and an electronic address, or link (e.g., a hyperlink) is provided that corresponds to the code. The electronic address identifies an electronic file that is an electronic version of the physical document. A graphical user interface (GUI) is also provided, whereby a user may organize and manipulate electronic documents or electronic addresses. A publisher and/or advertiser may publish documents associated with keyword information encoded in the form of meta information. The meta information may be encoded within the document in the form of XML tags. User statistics and other preference information is maintained in a user profile.

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